

## Message Text

UNCLASSIFIED

PAGE 01 SEOUL 01221 111137Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----111208Z 006753 /23-12

R 110810Z FEB 77

FM AMEMBASSY SEOUL

TO USDOC WASHDC

INFO SECSTATE WASHDC 2082

UNCLAS SEOUL 1221

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: FOREIGN BUYER PROGRAM: INTERNATIONAL TRUCKING SHOW,  
ANAHEIM

1. THE EMBASSY HAS PROMOTED THE INTERNATIONAL TRUCKING SHOW,  
ANAHEIM, CALIFORNIA, MARCH 30 - APRIL 1, 1977 AND HYUNDAI MOTOR  
COMPANY (WTDR: 04-76), HYUNDAI BLDG., 178 SEJONGRO, CHRONRO-KU,  
SEOUL; CABLE: HYUNDAIMOTOR SEOUL; TELEX: K2391 HAS INFORMED US  
THAT THREE OFFICIALS OF THE FIRM WILL VISIT THE SHOW.

2. H. D. SHIN, MANAGING DIRECTOR - OVERALL PLANNING; S.W.  
CHON, DIRECTOR - MARKETING; AND H. J. LEE, MANAGER - SPECIAL  
VEHICLES, ARE DUE TO ARRIVE AT ANAHEIM ON MARCH 29, 1977.

3. TRAVELLERS' INTERESTS INCLUDE (1) LOCATING U.S. SOURCES  
OF KNOW-HOW FOR MANUFACTURE OF SPECIAL TRUCKS AND VEHICLES;  
(2) INSPECTING THE LATEST AUTOMOTIVE PRODUCTS; AND STUDYING  
FEASIBILITY OF MARKETING U.S. PRODUCTS IN KOREA.

4. HYUNDAI ALSO REQUESTED OUR ASSISTANCE IN MAKING HOTEL  
RESERVATIONS FOR THREE SINGLES AT ANAHEIM FOR PERIOD MARCH  
29 - APRIL 1, 1977.

SNEIDER

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
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22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009